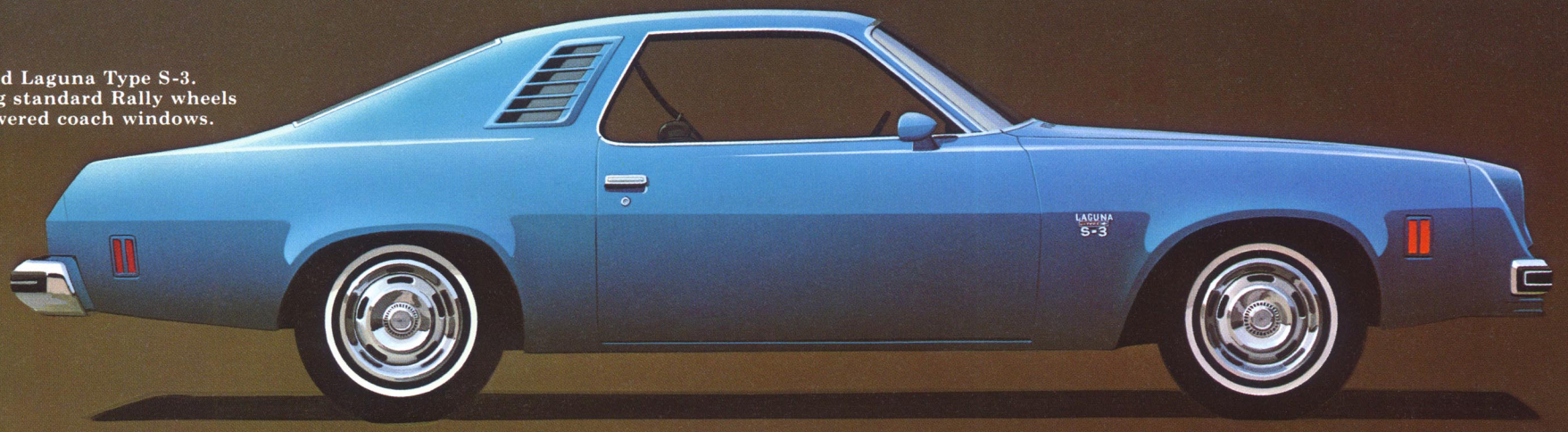
LAGUNA TYPE S-3: YOUR MID-SIZE ACTION CAR.

Confidential: For Chevrolet salesmen's use.

Standard Laguna Type S-3.
Showing standard Rally wheels
and louvered coach windows.



Laguna Type S-3 with
available Sport Roof.
The vinyl, touring-style Sport Roof
comes in choice of two or three
harmonizing colors with
each body color.

Laguna Type S-3 with
available Sport Roof and
body-side striping.
Here's Laguna as it looks with
the touring-style Sport Roof
and the distinctive
body striping.

Personalized Exterior Selector

Standard Laguna†	Base Color	White, Silver*, Black, Bright Blue*, Orange* or Red*			
Laguna with Sport Roof	Base Color	White or Silver*	Black	Bright Blue* or Orange*	Red*
	Vinyl Top	Red or Black	Silver, White or Red	White or Black	White, Silver or Black
Laguna with Sport Roof and Body Striping	Base Color	White or Silver*	Black	Bright Blue* or Orange*	Red*
	Vinyl Top, Body Striping & Bumper Strips	Red or Black	Silver, White or Red	White or Black	White, Silver or Black

†With bright-outlined black bumper impact strips featuring metallic silver inserts. *Metallic color.

LAGUNA TYPE S-3: THE ACTION CAR FOR ACTIVE PEOPLE.

The Laguna Type S-3 adds a valuable third dimension to the other Chevelles in your mid-size car line. It's an action car with room for friends, sports gear, business aids, whatever, to fit a wide variety of life styles. And, best of all, it's affordably priced within the budget limitations of young drivers! Keep in mind that studies show the typical buyer of a car like Laguna is 27 years old, male, with low-to-medium income.

Laguna standard features.

Laguna standards not included in other '75 Chevelles:

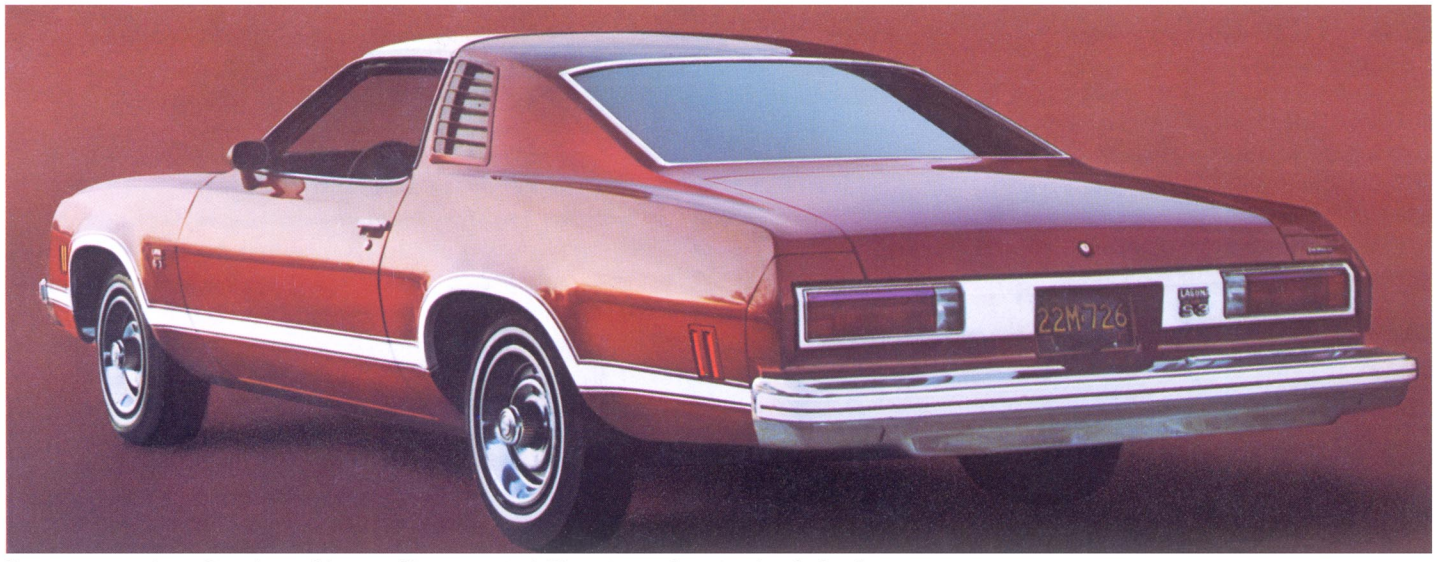
- **Aerodynamically styled front end.** Its energy-absorbing "soft" urethane construction immediately distinguishes Laguna as a very special action car.
- **Sport mirrors.** More aerodynamic flavor to add to Laguna's sporty appearance. Remember: the driver's side mirror is remote-controlled.
- **Special S-3 identification.** Special S-3 nameplates are proudly displayed on the grille, front fenders and rear panel.
- **Louvered coach windows.** Deliberately designed to be eye-grabbers and give action car distinction to the Laguna.
- **Sport cloth trim bench seats.** Feature a sporty herringbone-design fabric available in no other Chevelle. And solid color, perforated vinyl is also available.
- **Monte Carlo-like round-dial instrument panel.** Most car enthusiasts prefer clock-type instruments like these.
- **Rally wheels.** These gutsy-looking wheels get a lot of attention on a car like Laguna. And point out those full seven-inch-wide rims and standard GM-Specification steel-belted radial ply tires.
- **Radial-tuned suspension.** Computer-selected suspension components are matched to radial ply tire characteristics, and a rear stabilizer bar is added to reduce body roll.

Take the road.

Sporty Laguna riding and driving characteristics continue the selling action.

With Laguna's suspension similar to that of Monte Carlo, one might expect some impressive riding and driving qualities. Still prospects have to feel it to believe it. While giving them a chance to prove how good Laguna actually is on the road, here are a few technical points to mention.

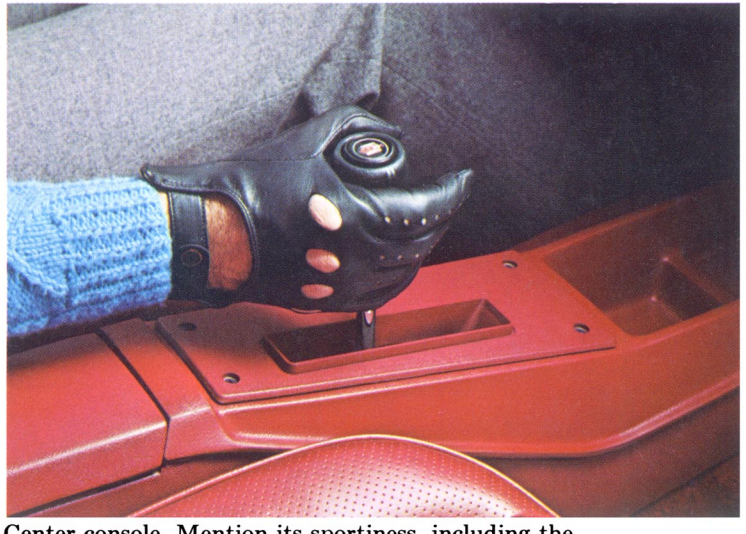
- **Stable down-the-road tracking.** Laguna front wheel caster angle has been increased by two degrees to help reduce the need for constant steering correction and improve directional stability. Caster angle performs the same self-centering function as the angle in the front fork of a bicycle.
- **Quiet, solid feel.** Laguna features added insulation under the package shelf, a new one-piece insulator on the inner rear quarter panel, plus improved insulation in doors and hood.
- **Excellent steering response.** Laguna's standard variable-ratio power steering has an overall ratio of 17.6-to-one when the wheel is centered, changing to a more responsive 14.3-to-one ratio when the wheel is turned to extreme left or right.



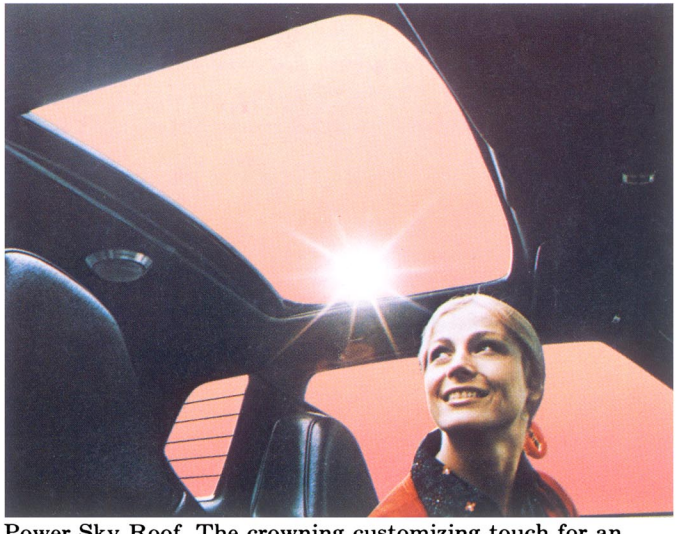
Sport suspension. Consists of larger diameter stabilizer bars plus revalved shock absorbers, front and rear, to give a firmer feel. Requires GR70-15 tires.

Swivel buckets. Probably the highest priority option for the Laguna buyer, these deeply contoured action buckets add to the sporty look of the Laguna interior.

Sport steering wheel. A smart four-spoke design with a good, hefty feel. Special instrumentation adds a tach, voltmeter, temperature gauge and clock to Laguna's already impressive panel.



Center console. Mention its sportiness, including the transmission shift lever. Includes storage compartment.



Power Sky Roof. The crowning customizing touch for an action car. Make sure prospects know that it's power operated (no fumbling with latches) and forms an all-metal, tightly sealed roof when closed (no flapping cloth to deteriorate).

SPORT OPTIONS.

Available to complete the selling action.

CHEVROLET MAKES SENSE FOR AMERICA

Chevrolet

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